

Proposal Submission Form *(Attachment A)*

All applicants should include the following information, providing an overview of your proposal.

Please send this completed form to **Christine Durkin at** [**Christine.durkin@alaskapollock.org**](mailto:Christine.durkin@alaskapollock.org) **no later than July 20th, 2021.**

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| 1. | Name of promotion/project and description: |
| 2. | Promotion/project start date: |
| 3. | Promotion/project completion date: |
| 4. | Total Project Spend: (in USD) |
| 5. | Funding Amount Requested from GAPP (in USD): |
| 6. | Any additional funds that are being contributed from other sources (in USD): |
| 7. | Wild Alaska Pollock Material(s) or Product Used: |

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| --- | --- |
| 8. | Raw Material Supplier. Is it a new or existing contract? |
| 9. | Is this partnership a new-to-market product or existing product? If existing, is this a conversion to Wild Alaska Pollock from another fish? |
| 10. | Target market: |
| 11. | Geographic distribution/coverage: |

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| 12. | Please describe the context and size of the opportunity and any fact-based reasons to believe that the program/product will be successful, such as,   * Concept or Product tests scores * Consumer/Customer/Distributor feedback * Third party expert opinion * Relative historical experience (with Wild Alaska Pollock/other species/protein) |
| 13. | Describe the goals for this partnership, expressed as SMART Objectives.   * **S**pecific - objective is clear and defined * **M**easurable – provides specific data or metrics driven targets (quantifiable and verifiable) * **A**chievable – is accomplishable with available resources * **R**elevant – is aligned to GAPP’s objectives & strategy * **T**ime-Based – has a realistic timeframe or end date |

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| 14. | Program specific metrics: What will be collected; how will results be shared with GAPP. [(Please see Attachment B](https://www.alaskapollock.org/media/2011/attachment-b-partnership-program-sample-metrics-002.pdf) for examples of information GAPP wishes to collect). |
| 15. | Company Name & Contact (Email & Phone #) |